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Only one cigarette...
PHILIP MORRIS... is made
with "Di-Gel"... the great
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protects you from certain
harsh irritants found in
every other leading cigarette

* * *

No other cigarette...
with or without filters...
can remove all these irritants

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Only a important filtering action
add greatly to the mildness, aroma,
richness, and rare smoking pleasure
of Philip Morris!

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